Amendments to the Claims:

Claims 1-3 (cancelled)

5   4. (previously presented) A method of providing an
        itinerary to a party, said itinerary comprising a
        second set of attractions selected from a first set of
        attractions, said method comprising the steps of:
        a) providing data regarding said first set of
10   attractions;
        b) gathering information about said party, at least a
            portion of said information distinguishing among
            said first set of attractions with respect to
            said data;
15   c) providing a computer having access to said data and
            said information, said computer having software
            operable to select said second set of attractions
            from said first set of attractions;
        d) selecting said second set of attractions with said
20   software such that said second set of attractions
            comprises at least one of said first set of
            attractions for which said data substantially
            matches with said information;
        e) providing a presentation means able to receive said
25   itinerary from said computer; and,
        f) presenting said itinerary to said party using said
            presentation means;
        whereby said itinerary is customized for said party.

30   5. (previously presented) The method of Claim 4
            wherein said information comprises a preference

of said party; wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said preference, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

6. (cancelled)

7. (previously presented) The method of Claim 4 wherein said information comprises an attribute of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said attribute, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

8. (cancelled)

9. (currently amended) The method of Claim 4 wherein said information comprises an aversion attribute of said party, wherein said data distinguishes a portion of said first set of attractions as being less desirable with respect to said aversion attribute, and wherein in step d) said portion of said first set of attractions is excluded from selection for said second set of attractions.

10. (cancelled)

11. (currently amended) A method of providing an itinerary
    to a party, said itinerary comprising a second set of
5   attractions selected from a first set of attractions,
    said method comprising the steps of:
    a) providing data regarding said first set of
       attractions;
    b) gathering information about said party, at least a
10   portion of said information distinguishing among
       said first set of attractions with respect to
       said data;
    c) providing a computer having access to said data and
       said information, said computer having software
15   operable to select said second set of attractions
       from said first set of attractions;
    d) selecting said second set of attractions with said
       software such that said second set of attractions
       comprises at least one of said first set of
20   attractions for which said data substantially
       matches with said information;
    e) providing a presentation means able to receive said
       itinerary from said computer; and,
    f) presenting said itinerary to said party using said
25   presentation means;
    wherein said information comprises an aversion
       attribute of said party and a corresponding
       nullifying preference of said party, wherein said
       data distinguishes a portion of said first set of
30   attractions as being less desirable with respect
       to said aversion attribute unless said

corresponding nullifying preference is present, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions;

whereby said itinerary is customized for said party.

12. (cancelled)

13. (previously presented) The method of Claim 4 wherein said information comprises a privilege of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said privilege, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

14-24. (cancelled)

25. (previously presented) The method of Claim 4 wherein said data further comprises a scheduled time corresponding to a first attraction of said second set of attractions, wherein in step d) said software adds said scheduled time in association with said first attraction to said itinerary, and wherein step f) further includes presenting said scheduled time in association with said first attraction.

26-27. (cancelled)

28. (previously presented) The method of Claim 4 in
which said party and a second party are a group,
said second party having a second itinerary
comprising a first attraction of said first
set of attractions, said first attraction
further in association with a second
scheduled time,
said information further representing a desire to
regroup said group,
wherein in step d) said software selects said
first attraction and a scheduled time, said
scheduled time being substantially equal to
said second scheduled time, in response to
said desire in said information,
whereby said desire to regroup is accommodated.

29. (previously presented) The method of Claim 4
wherein in step d) said software further adds to
said itinerary ~~an earlier~~ a first scheduled time
corresponding to a first attraction of said
second set of attractions, and adds a ~~later~~
second scheduled time corresponding to a second
attraction of said second set of attractions,
said ~~earlier~~ first scheduled time and said ~~later~~
second scheduled time being selected so that said
~~later~~ second scheduled time is at least equal to
said ~~earlier~~ first scheduled time plus a time
required between attractions,
whereby said second attraction is scheduled to

follow said first attraction.

30-44. (cancelled)

45. (previously presented) The method of Claim 4,
    wherein said information comprises a third set of
    attractions previously selected for said party,
    said third set consisting of an already visited
    portion and a remaining portion,
    wherein said party forgoes said remaining portion
        due to an interruption,
    wherein in step d) said software selects said
        second set of attractions as a replacement
        for said remaining portion, and wherein said
        second set of attractions substantially
        excludes said already visited portion,
    whereby said interruption is overcome.

46. (cancelled)

47. (previously presented) The method of Claim 4,
    wherein said first set of attractions comprises a
    plurality of attractions selected from the group
    consisting of ride, show, movie, theater,
    restaurant, exhibit, display, presentation,
    store, tour, parade, museum, room, area,
    fountain, restroom, hiking trail, picnic site,
    autograph session, historic recreation, beach,
    viewpoint, photo opportunity, lookout, fireworks
    display, attraction within a district, attraction
    within a city, attraction within a region,

attraction within a state, and attraction within
a country.

48. (previously presented) The method of Claim 4
    further comprising the steps of:
    [[j]] g) providing an access control system to a
        first attraction of said second set of
        attractions; and,
    [[k]] h) admitting said party to said first
        attraction with said access control system,
        said access control system operating in
        response to at least a portion of said
        itinerary corresponding to said first
        attraction.

49-53. (cancelled)

54. (previously presented) The method of Claim 4
    wherein said computer comprises at least a first
    member selected from the group consisting of a
    portable computer, a handheld computer, a kiosk
    computer, a general purpose computer, and a
    desktop computer.

55-57. (cancelled)

58. (previously presented) The method of Claim 4
    wherein said presentation means comprises a
    printer and in step f) at least a portion of said
    itinerary is presented in a printed form.

59. (cancelled)

60. (previously presented) The method of Claim 4
    wherein said presentation means comprises a
5   display selected from the group consisting of a
    screen, a touchscreen, and a scrolling display.

61. (previously presented) The method of Claim 4
    wherein in step f) at least a portion of said
10 itinerary is announced audibly by said
    presentation means.

62-63. (cancelled)

15 64. (previously presented) The method of Claim 4
    further comprising the step of:
    [[n]] g) providing a reservation computer in
        communication with said computer, said
        reservation computer providing an indication
20   whether said a first attraction is
        available;
    wherein in step d) said software excludes said
        first attraction from said second set of
        attractions when said reservation computer
25   indicates said first attraction is
        unavailable.

65-66. (cancelled)

30 67. (previously presented) The method of Claim 4
    wherein said data indicates a first attraction of

said first set of attractions, said first

attraction having excessive demand, and wherein

said software is less likely to select said first

attraction in step d), whereby demand for said

5   first attraction is moderated.

68-71. (cancelled)

72. (previously presented) The method of Claim 4

10   further comprising the steps of:

        [[p]] g) providing a storage accessible to said

            computer; and,

        [[q]] h) recording at least a portion of said

            itinerary corresponding to a first

15   attraction of said first set of attractions

            in said storage[[;]]<u>, thereby accumulating</u>

            <u>in said storage a directed demand</u>

            <u>corresponding to at least said first</u>

            <u>attraction.</u>

20   ~~whereby a directed demand to at least said first~~

            ~~attraction is centrally stored.~~

73-74. (cancelled)

25   75. (previously presented) The method of Claim 4

        further comprising the steps of:

        [[u]] g) providing a reservation computer in

            communication with said software; and,

        [[v]] h) making a reservation with said

30   reservation computer for said party for a

            first attraction of said second set of

attractions;

whereby said reservation for said party is accessible to users of said reservation computer.

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76. (previously presented) The method of Claim 4 wherein in step d) said software applies a perturbation to a desirability of a first attraction of said first set of attractions, said

10   perturbation producing a different result for said second set, <u>thereby redistributing a directed demand corresponding to said first attraction</u>

~~whereby directed demand to said first attraction~~

15   ~~is redistributed~~ to mitigate at least one selected from the group consisting of underutilization of said first attraction, excessive demand for said first attraction~~,~~ ~~and modes in which other parties gather~~.

20

77. (previously presented) The method of Claim 4, wherein said data further comprises a ~~third~~ <u>first</u> set of messages, each of said ~~third~~ <u>first</u> set <u>of</u> <u>messages</u> selected from the group consisting of a

25   marketing message, a discount offer, and a recommendation, each of said ~~third~~ <u>first</u> set <u>of</u> <u>messages</u> having corresponding conditions, each of said ~~third~~ <u>first</u> set <u>of messages</u> being associated with a corresponding first attraction of said

30   first set of attractions, said software being further able to determine

whether said conditions are met,

said itinerary further comprising a ~~fourth~~ <u>second</u>
set of messages,

said method further comprising the step of:

5   [[w]] <u>g</u>) selecting said ~~fourth~~ <u>second</u> set of
messages with said software such that said
~~fourth~~ <u>second</u> set <u>of messages</u> consists of at
least one of said ~~third~~ <u>first</u> set of
messages for which the corresponding

10   conditions are met;

wherein in step f) each of said ~~fourth~~ <u>second</u> set
of messages is provided to said party in
conjunction with said itinerary;

whereby each of said ~~fourth~~ <u>second</u> set of

15   messages message is available at an
appropriate time.

78. (cancelled)

20   79. (previously presented) The method of Claim 4,
wherein said software comprises a decision making
routine responsive to at least a portion of said
data corresponding to a first attraction of said
first set of attractions and at least a portion

25   of said information, said decision making routine
performing at least a portion of step d) with
respect to said first attraction.

80-82. (cancelled)

30
83. (previously presented) The method of Claim 4,

wherein a portion of said data corresponding to a
first attraction of said first set of attractions
is representative of at least one member of the
group consisting of expected queue length, actual
queue length, expected attendance, location of an
entrance, location of an exit, showtime, mode of
operation, routes to other attractions of said
first set of attractions, routes from said other
attractions, travel time to said other
attractions, capacity, theoretical hourly ride
capacity, holding capacity, duration, continuous
running, availability, a scheduling factor, an
acceptance factor, an admission requirement, an
admission class, an admission grade, operating
hours, inoperation, and wheelchair accessibility.

84-86. (cancelled)

87. (previously presented) A system for providing an
itinerary to a party, said itinerary comprising a second
set of attractions selected from a first set of
attractions, said system comprising:
    data regarding said first set of attractions;
    information about said party, at least a portion of
        said information distinguishing among said first
        set of attractions with respect to said data;
    a computer having access to said data and said
        information, said computer having software
        operable to select said second set of attractions
        from said first set of attractions, said second
        set of attractions consisting of at least some of

said first set of attractions for which said data
substantially matches with said information;
a presentation means in communication with said
computer, said presentation means able to receive
said itinerary from said computer and present
said itinerary to said party,
whereby said itinerary is customized for said party.

88-169. (cancelled)